R.J. Reynolds Tobacco Company

FAXED
(1 of 5)

M.A. YOUNG
Regional Sales Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

September 2, 1993

TO: G. N. Kuruc, Jr.
J. T. Jones
G. B. Brown
J. H. Casey
L. S. Justo
J. A. Miller
R. J. O'Rourke

RE: WINSTON Select

Gentlemen:

It's quite apparent that you and your Division personnel are getting great results on gaining WINSTON Select B5G5F distribution. Case shipments have accelerated tremendously over the past few weeks. Last week we shipped 599 cases, and for Monday and Tuesday of this week, over 400 cases were shipped.

As I mentioned a few weeks ago, Select offers us our greatest opportunity to positively effect our Full Price share and it's beginning to happen. Attached is a MSA share-of-market recap for July (case shipment share).

As you can see, for July Select has a 2.72% SOM in the Region. The best part is that our total July WINSTON share is 6.83%, up 2.08%. That's over a 2 share point "incremental" gain. August figures should be much higher.

Also attached are the two recaps that we have been sending out over the past weeks, showing case movement on Select. As you can see on the allocation usage report, we have almost twice the quantity of Select Light and Select Light Box, compared to Select Full Flavor. Have your Sales Representatives place heavier quantity orders on these Light styles when selling off the car, prebooking or placing orderbook sales.

51854 1419

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/jrjn0000

Let's continue to keep the pressure on Select at retail and monitor your Direct Account allocations. If necessary, reallocate allocations to ensure a steady flow of product.

Sincerely,

Mark

M. A. Young

MAY/ams

Attachments

M-4

51854 1420

Source: https://www.industrydocuments.ucsf.edu/docs/jrjn0000

Winston Brand Family Performance

MSA share of Market / case shipments

	Winston Select SOM / July	Total Winston Family SOM / July	Winston Share vs. 92 Incremental Business
Yonkers	3.00%	6.41%	(+2.50%)
No.Jersey	2.70%	7.27%	(+2.86%)
C.Jersey	2.70%	6.59%	(+1.38%)
Newark	2.99% #2 ✓	7.75% #1 ✓	(+2.71%) #2 ✓
S.C.Jersey	1.98%	6.55%	(+.43%)
Boston	2.57%	8.31%	(+2.01%)
New Jersey	**2.72%**	**6.83%**	**(+2.08%)**
Philadelphia	3.16%	7.99%	(+2.59%)
New York	3.88%	7.45%	(+3.64%)
Hartford	3.12%	7.71%	(+1.48%)
Buffalo	4.09%	10.43%	(+3.11%)
NASA	3.27%	8.29%	(+2.49%)

51854 1421

Source: https://www.industrydocuments.ucsf.edu/docs/jrjn0000

Winston Select B1G1F Allocation Usage

New Jersey Region **updated: 8/30/93**

	Promotion 307 6/21 to 9/30			Promotion 310 8/30 to 9/30			TOTAL PROGRAM		
	Alloc.	Remain.	% Used	Alloc.	Remain.	% Used	Alloc.	Remain.	% Used
Full Flavor	1204	231	81%	477	477	0%	1681	708	58%
F/F Box	1203	228	81%	376	376	0%	1579	604	62%
Light 100	1044	530	49%	127	127	0%	1171	657	44%
Slim	632	249	61%	104	104	0%	736	353	52%
Lights	1462	829	43%	432	432	0%	1894	1261	35%
Light Box	1191	592	50%	431	431	0%	1622	1023	37%
Totals	**6736**	**2659**	**55%**	**1947**	**1947**	**0%**	**8683**	**4606**	**47%**

"Usage refects new increased allocation"

Recap 7 xls.

51854 1422

Source: https://www.industrydocuments.ucsf.edu/docs/jrjn0000

New Jersey Region

Winston Select Case Shipments

Week ending	1222	1226	1228	1230	1232	1200	% increase vs.
Ave. wk / 2nd qtr.	16 cs.	8 cs.	14 cs.	8 cs.	10 cs.	55 cs.	2nd qtr. ave. wk.
B1G1F wk.1 / 7-2-93	6	38	35	84	14	177	(+ 222%)
B1G1F wk.2 / 7-9-93	66	13	15	49	45	180	(+229%)
B1G1F wk.3 / 7-16-93	280	106	218	255	106	964	(+1613%)
B1G1F wk.4 / 7-23-93	135	33	158	39	40	405	(+736%)
B1G1F wk.5/ 7-30-93	130	34	135	48	40	386	(+701%)
B1G1F wk.6 / 8/6/93	57	15	2	1	9	74	(+134%)
B1G1F wk.7 /8/13/93	37	71	127	148	47	430	(+781%)
B1G1F wk.8 /8/20/93	87	78	86	93	109	453	(+799%)
B1G1F wk.9 8/27/93	158	91	119	101	130	599	(+1089%)
B1G1F wk.10 9/4/93							
Total Cases	**956**	**479**	**895**	**818**	**540**	**3668**	**(+741%)**

Recap4. xls.

51854 1423

Source: https://www.industrydocuments.ucsf.edu/docs/jrjn0000